

book-lon



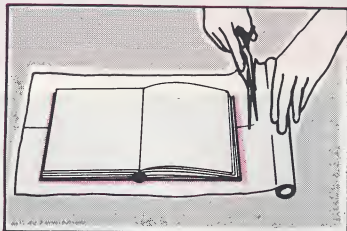
PROTECTS YOUR BOOKS FOREVER



DIRECTIONS

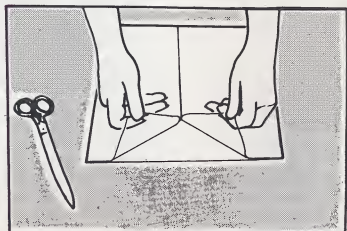
THE APPLICATION IS VERY SIMPLE, ANYONE CAN DO IT, SEE ILLUSTRATIONS.

1



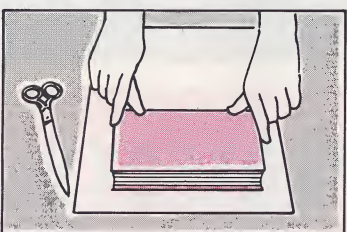
Lay opened book on BOOK-LON and cut to size, leaving approx. 1/2" all around.

2



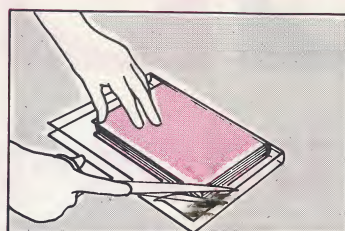
Remove the orange protective covering by peeling away from split. Put BOOK-LON on flat surface, adhesive side facing up.

3



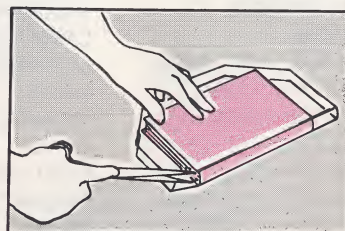
Lay closed book on BOOK-LON. First cover one side (press into hinge on hard cover books), then smooth over spine, second hinge and second side.

4



Cut away with scissors corners of the overlapping BOOK-LON as shown, allowing for thickness of cover.

5



Slit in BOOK-LON near spine. Now fold overlapping material neatly inwards.

6



Tuck leftover pieces at both ends into spine, or cut them off.

book-lon

IS A REVOLUTIONARY NEW PRODUCT WHICH BEAUTIFIES YOUR BOOKS WHILE GIVING LASTING PROTECTION.

BOOK-LON

is a crystal clear plastic film with exceptional self-adhesive qualities.

BOOK-LON

comes with an orange colored backing sheet which must be removed before application.

BOOK-LON

is very easy to apply. No glue, no sticky fingers. A pair of scissors is the only tool required.

BOOK-LON

unites with the object upon which it is being used in 24 hours. Application at normal room temperature is recommended.

BOOK-LON

protects against dirt — grime — water — chemicals and heat. It is washable.

BOOK-LON

can be used on the book itself or over the book jacket. It prevents discoloration of the jacket.

BOOK-LON

saves time by immediate subject identification. The original bookcover with its colorful appearance is kept alive by BOOK-LON'S transparency.

BOOK-LON

can be used to repair and reinforce books. A strip of BOOK-LON applied to the inside lining will prevent wear and tear.



book-lon

The ideal transparent self adhesive material for use with:

ARTS & CRAFTS	INSTRUCTION SHEETS
BLUEPRINTS	INSURANCE POLICIES
BOOKS	LAMP SHADES
CARDBOARD GAMES	LICENSES
CERTIFICATES	MAPS
CHESSBOARDS	MEMBERSHIP CARDS
DOCUMENTS	MENUS
DRAWINGS	PHOTOGRAPHS
IDENTIFICATIONS	PRESENTATIONS
ILLUSTRATIONS	RECORD ALBUMS

and many other purposes.

BOOK-LON is stocked in the following sizes:

No. 241, 40" x 9½" \$0.75

No. 321, 40" x 13" 1.00

Other sizes available upon request

Width 2" to 40"

Length 40" to 1000"

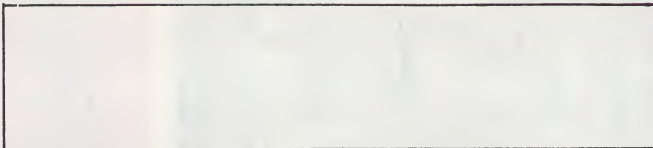
BOOK-LON is a product of
BOEKELO PLASTICS N.V. HOLLAND

Exclusive Distributors:

WELDON ROBERTS RUBBER CO.

365 Sixth Avenue • Newark, N.J. 07107

World's Foremost Eraser Specialists



USE THIS
ORDER FORM
TO RE-ORDER FROM
YOUR LOCAL SUPPLIER

Please send:

..... rolls BOOK-LON, No. 241, 40" x 9½", \$0.75 per roll

..... rolls BOOK-LON, No. 321, 40" x 13", 1.00 per roll

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ERASERS
NEWARK (U. S. A.)
TELEPHONE
HUMBOLDT 2-7812

WELDON ROBERTS RUBBER COMPANY

Weldon Roberts Erasers

351-365 SIXTH AVENUE

NEWARK 7, NEW JERSEY

BOOK-LON COMMERCIAL LENGTH ROLLS

400" LONG

LIST PRICES

<u>WIDTH</u>	<u>400" LENGTH STOCK NO.</u>	<u>PRICE</u>
8"	1020	\$ 5.75
8-3/4"	1022	6.50
9-1/2"	1024	7.00
10-1/4"	1026	7.65
11"	1028	8.25
12"	1030	8.90
12-3/4"	1032	9.25
14"	1035	10.25
16"	1040	11.75
20"	1050	14.75
24"	1060	17.50
40"	1100	29.75

BOOK-LON in the same widths shown above, is also available in 200" lengths and 1000" lengths on special order, - allow about ten weeks for delivery. Faster delivery by air from Holland is available at the customers' expense. Prices on 200" and 1000" lengths will be quoted on request.

No. 2505 2" X 1000" \$3.95 per roll